

Hey friends! Here is a summary of what is shared in the webinar. This is the “loose form” of the script I followed when I presented the information via webinar.

When it comes to Social Media not all content is suitable for every platform

To truly be successful we need to know what works on each platform and then go about creating posts for each platform to help you be more successful  
Be selective, be focused

Each platform has its own audience. The person who loves Instagram is not the same person who shows up in FB or Pinterest

People come with EXPECTATIONS. And we need to understand what those expectations are, and then create content that meets or exceeds those expectations. If that sounds like a big job, it is. That is why you can't rock every platform all by yourself. If you are going to be a true solopreneur you need to decide where you want to show up. As we talk thru what works best on each platform you will begin to see where you show up as your most generous and creative self.

### **Facebook**

Videos and live videos are the king on Facebook. This is the quickest, easiest and highest return time to spend on FB.

First, a lot of people just won't do it because they let their fear and nerves get in the way. So just the fact that you are doing it will set you apart.

Second, FB loves those things that originate on Facebook. So a video uploaded directly to Facebook or a Facebook live will show up to more people than a link to a YouTube video.

### **FACEBOOK LIVE TIPS:**

#### **Promote Before You Broadcast**

Ideally, you will pick a day and time and use it consistently as your spot to show up live on Facebook. If your followers know that Wednesday at 3 pm is the time you go live they will begin to look for that.

Be certain to give a 24 hour heads up. You can even do a FB Live to promote a FB Live. Pop on Tuesday at 3 pm with a quick “hey guys, Lisa with InkBig Academy Stamps. I am going to be right here live tomorrow, Wednesday 3 pm CST to share with you the cutest card I saw this weekend”

I recommend posting 1 hour before and 15 minutes before to remind people.

Before you go live, take some time to prepare. Make sure your iPhone is secure and lighting is good. I also like to write down what I am going to start with, things I want to be sure to share and how I want to end it.

#### **Offer Context Constantly**

When you begin, and I do suggest beginning on time, be sure to say who you are and what you are going to be sharing. Then a couple minutes in be sure to give context again. While you want to start on time, lots of folks will join you after you start and you want to pull them in. I also like to add a reminder to stick around to the end when I can do a giveaway, offer an incentive or a call to action to join my newsletter.

### **Always be Responsive**

Anytime someone comments or engages be sure to recognize them and engage back. This conversation is what makes FB live so popular. And the more comments you have the higher FB will rank your video and that means it will be seen by more people.

### **Use Other Platforms to Promote**

While you want to use Facebook to promote your video, you also want to be sure to let those who read your blog, follow you on Instagram or subscribe to your newsletter know as well.

We are here to educate, entertain or inspire

No one comes to FB thinking “I wonder what they are going to try to sell me today” NO ONE

So when you do a FB live share a tip or a trick

And remember it doesn't need to be original “hey I was just at a Stampin'Up! Event in Milwaukee and I saw this neat little trick I want to share with you today” “A friend of mine shared this on her blog today and I thought it was so awesome that I want to share it with you”

I know this will be controversial, but we as a community need to get over the idea of who owns something. If I create a card and put it on the internet I need to be prepared for it to be copied and shared everywhere WITHOUT CREDIT. It is a cumbersome idea that we are going to give credit to whomever decided to fold a piece of paper a little differently. This is Direct Sales. The card has zero value. The marketing of the card is what creates value. We are in business. The business of selling, recruiting, and training. The marketing of the card and the products are just a step in building a business. We are handcuffing ourselves to no end by being so possessive of our projects.

The next thing that works on Facebook is blog posts and curated content. If you are blogging most definitely share it to FB.

This content needs to be educational and entertaining. You can also “mini-blog” right on Facebook. One of the tools I use is BITLY. Which creates shortened links so that you can easily create shoppable links right on Facebook.

I also like to follow other Facebook pages that provide content my customers would be interested in. Not other demos, but DIY, organization, motivation....I want people to come to my page and have it feel good to them. That means creating a community that that is fun, silly, touches their soul, teaches them something...

## **INSTAGRAM**

Instagram is the number one place where I see demonstrators marketing to other demonstrators. You might have 3000 followers but if they are all other demos you aren't going to be converting people to customers and team members.

Yes, you need great photos of your cards, but you need more than that. So let's chat for a minute about hashtags. Instagram is the land of hashtags and they can quickly get you found by a lot more people.

First, are you using hashtags?

No one new that you don't already know can find you if you aren't using hashtags on Instagram.

So what hashtags can you use when you post a card?

#stampinup #stampin #card #create #imadethis #diy #papercrafting #cardmaking #getcrafty

So those people who use those hashtags will find you. Which sounds like a lot of people who already know about Stampin'Up!

Now what if you also love to garden, or do Whole30, or yoga, or knit

If you post photos of the other things you do then you can use hashtags about those other things:

#garden #gardening #greenthumb #gardenmaster #annuals #flowers #planting

What happens now is that you will be found by people who like to garden....and they have probably never heard of Stampin'Up! This is step one in how you build a network.

The second thing is that YOU need to actively engage. So many demos come to me and say, "well I am putting my stuff out there and no one is responding".

There is a difference between marketing and networking. Posting on social media sites is marketing. It builds awareness of who you are and what you have to offer.

Networking is when you reach out to other people to connect. You comment on what they posted, you send them a message, you ask them to join, follow, like, attend. Too often we think here is my stuff and then we sit back and wait for people to engage. Get out there and engage. Take 5 minutes and go thru Instagram and comment on posts. Take 5 minutes and put in a hashtag about something else you are passionate about and find new people to follow. If all you are doing is following other demonstrators you are missing out.

As a whole, most Stampin'Up! Demonstrators aren't very savvy at social media. We tend to just do what we see other demos doing and we end up adopting bad habits. I suggest following lifestyle, fashion and food people to really see how beautifully this can be done.

And if you are my friend, you comment, like and share. That is how this whole thing works.

So, yes, great pictures of your projects!

Then, pick a couple of other things you are passionate about that you can share.

There are also universal themes: wine and coffee. I use stock photos of these from a site called Pexel. I can post one of their photos and then can chat about Monday morning, a quiet night in, travel....these are great ways to share more about you.

That is another thing that definitely needs to be shared: your face. YOU are your business and YOU need to show up in it.

Quotes: Pick a background and a font and share some of your favorite quotations with a little bit about why it is important to you.

### **Instastories:**

Instastories offer lots of flexibility and a place to really let your personality shine.

- Storytelling
- Share how-to tutorials
- Promote a blog post
- Share a list
- Announce limited time offers and promotions
- Offer giveaways and discount coupons
- Share data, research, and statistics
- Share quotes and inspiration
- Introduce an Instagram takeover guest
- Share announcements, news, and updates

Last 24 hours and can be a huge part of your social media marketing

Current time

Curated

### **Twitter: let it go**

While there is always that one story, most people are simply posting their FB or Insta to twitter and not much more. Our demographic is typically not on twitter. Also Twitter is fast. You need to really stay on top of it to be relevant

### **PINTEREST**

First, I am huge believer that Pinterest really isn't a social media platform. I think it has moved into a visual google. We go there looking for specific things. The good news is that once we know this we can use it to our advantage.

Great images count

Pinterest also favors vertical images. Insta favors square. So you can't just post one to the other. You also can't just pin the picture of your card from your blog post.

According to Pinterest, the best aspect ratio for Pinterest images is 2:3, with a minimum width of 600 pixels, such as 600 pixels wide by 900 pixels tall or 800 pixels wide by 1,200 pixels tall.

### **Step-by-step photo guides**

The most popular pins on Pinterest includes DIY and craft, home decor, food and drinks, and design.

Among these topics, vertical images with step-by-step photo instructions on how to make something perform really well.

Guides that teach people what to do thru a series of photos makes them highly re-pinnable

No more than 50 boards

Add some niche boards

try adding something that appeals to a wider audience! I added some boards that relate to some of the interests of my followers. For example, I added a board for beauty, one for fashion and one for DIY, to cover a broader spectrum of interests.